



# ST. FRANCIS COLLEGE

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## **Video Producer/Videographer (Full-time)**

### **About St. Francis College:**

We are committed to diversity, equity, and inclusion and serve one of the most diverse student populations in New York City and the country. St. Francis College has a 160-year history of serving New York City's low-income, working class and immigrant families, and a mosaic of diverse individuals, offering our students opportunity—the opportunity to pursue a college education that is accessible and affordable and to use their hard-earned degree and experience to build careers and achieve economic mobility. Today, St. Francis College's student body is one of the most diverse in New York City and the nation: 28% of students identify as Hispanic, 24% Black, and 26% White. Over 60% of students are female and 47% receive federal Pell grants. Candidates who are culturally competent and have the professional skills, experience and desire to engage with a collaborative and diverse college and community, are particularly sought after for employment with the College. To learn more about St. Francis College and our commitment to diversity, equity and inclusion, please visit us at <https://www.sfc.edu/>.

**Job Summary:** The Office of Marketing and Communications at St. Francis College ("SFC") seeks a creative, innovative and collegial video producer/videographer with experience in digital storytelling through high-quality video. Reporting to the College's Executive Director of Marketing and Communications, the Video Producer/Videographer will work closely with the marketing and communications team and others at the College to promote SFC's academic programs, major initiatives, breaking news, special events, leadership messages. The video producer/videographer will be responsible for developing video plans to expand SFC's brand awareness and reach prospective students.

### **Duties and Responsibilities:**

- Executes professionally developed, high-quality video content that is on-brand and strategic.
- Experience with shooting different styles of original and branded content, in the field and the studio - from sit down interviews to handheld Doc-style, with a focus on short-form consumable digital content.
- Collaborates with marketing and communication team members to achieve a quality product in support of SFC's brand building, marketing efforts and enterprise-wide projects.
- Develops storyboards and writes scripts.
- Creates promotional videos for branding and marketing purposes.
- Maintains communication with team and other stakeholders to coordinate timely delivery of videos and project files
- Maintains an inventory and expert knowledge of how to use all video, software, audio and lighting equipment.

- Works collaboratively with marketing team members to leverage video on social media, SFC.edu, mobile app and other channels.
- Participates in creative and design meetings.
- Serves as a mentor and resource to student assistants

### **Video Pre-Production**

- Gather and propose ideas and topics for video for marketing (Admissions) and College communications purposes.
- Actively participate in content production meetings for new projects.
- Assist in the content development and message strategy.
- Utilize video script writing and treatment planning fundamentals.
- Set and maintain a production schedule prior to shoot.
- Develop and maintain a creative aesthetic that brands SFC videos.

### **Field Video Production**

- Records material for content using professional video cameras and still cameras.
- Follows production schedule collaborating with clients for revisions as needed.
- Sets up shoot including lighting, sound and other technical details.

### **Video Postproduction Skills**

- Performs non-linear editing using Adobe Premiere software.
- Designs after-effects as needed including motion graphics, layout, and animation.
- Prepare video for multi-media formats including web, and other digital distribution medium.
- Ensure that all videos meet the needs of a varying audience of ability through the use of captioning and other forms as needed.
- Encode and archive online videos.
- Track and report on video analytics.

### **Miscellaneous Duties:**

- Instruct, guide and supervise student video production assistants on location and in edit suite.
- Coordinate and manage media assets.
- Manage video project schedule using software and ensure deadlines are met.
- Stay current on the latest video trends and use the medium.
- Be a collaborative and contributing member of the SFC team.
- Perform all other duties as assigned.

### **Qualifications:**

- Bachelor's in Communications, Journalism, Film or equivalent in experience and education.
- Five or more years of experience in video, filmmaking and digital storytelling.
- Experience with advanced multimedia storytelling techniques on multiple platforms.

- Exceptional core video-journalism skills, including a high command of video, sound, camera, lights, computers and software used to produce visual and audio journalism is required.
- Must have flexibility for evening and weekend assignments.
- Knowledge of social media and how to engage audiences on digital platforms in the public space is essential to this role.
- The Videographer must demonstrate a high command of video techniques through sophisticated craftsmanship.
- Competency in videography principles from scripting through final editing and show proficiency with branding guidelines using video motion software such as Motion, and or After Effects and Premiere in an Apple Mac environment.
- Excellent technical knowledge of non-broadcast video equipment.
- Apple Mac editing environment knowledge and experience.
- Culturally sensitive, caring and friendly with a deep understanding and appreciation of a multicultural college community and the Franciscan traditions of St. Francis College.
- Ability to relate to the many different constituent groups on campus is required.
- Flexibility in work hours is required for weekend and evenings.

**Physical Characteristics:**

- This position requires sitting for long periods of time, as well as some bending and stooping when filming and working with files. This position does have some limited lifting involved but not more than 20 pounds at a time. Quite a bit of finger/hand dexterity is involved in regards to operating cameras, typing and/or filing. The overall setting of the job is in an area conducive to a normal office environment with minimal exposure to adverse conditions.

**St. Francis College is committed to providing opportunities to all persons without regard to sex, race, creed, color, religion, national origin, citizenship status, age, disability, marital status, gender identity or expression, predisposing genetic characteristics, status as a victim of domestic violence, sexual orientation, status as a Vietnam-era or special disabled veteran, or any other characteristic protected by law in its education programs and activities or employment. The College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to equity and to increasing the diversity of our faculty, staff, students, and the curriculum. Applications by members of all underrepresented groups are encouraged.**

Interested applicants can apply by clicking [here](#).